

ORDER



Orders
Order / Rev: 723927
Alt Order #: 06388144
Product Desc: OBAMA SCHED A
Estimate: 2175
Flight Dates: 10/25/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact: K Keuleman
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	13	\$35,400.00	\$30,090.00
10/29/12	11/04/12	6	\$14,800.00	\$12,580.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$35,400.00	\$30,090.00	0.00
November 2012	6	\$14,800.00	\$12,580.00	0.00
Totals	19	\$50,200.00	\$42,670.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	10/25/12	10/29/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M- TF- -	1:00	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M- TF- -					3	\$1,800.00		0.00			
E 2	WTSP	10/25/12	10/29/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M- TF- -	1:00	3	\$1,100.00	P-3	0.00	NM	3	\$3,300.00
10 NEWS-5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M- TF- -					3	\$1,100.00		0.00			
E 3	WTSP	10/25/12	10/29/12	M-F 530-6p 10 News at 530p	CM	530-6p	M- TF- -	1:00	3	\$1,100.00	P-3	0.00	NM	3	\$3,300.00
10 NEWS-530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M- TF- -					3	\$1,100.00		0.00			
E 4	WTSP	10/25/12	10/29/12	CBS Evening News CBS Evening News	CM	630-7p	M- TF- -	1:00	3	\$9,600.00	P-1	0.00	NM	3	\$28,800.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M- TF- -					3	\$9,600.00		0.00			
E 5	WTSP	10/25/12	10/29/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	M- TF- -	1:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: Obama/D/President
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 Estimate: 2175

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WTSP	10/25/12	10/29/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	M- -TF--	1:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- -TF--	2		\$800.00		0.00						
E 6	WTSP	10/25/12	10/29/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	M- -TF--	1:00	2	\$400.00	P-3	0.00	NM	2	\$800.00
10 NEWS EFF. 9/12/11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- -TF--	2		\$400.00		0.00						
E 8	WTSP	10/28/12	10/28/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	1:00	1	\$3,600.00	P-3	0.00	NM	1	\$3,600.00
10 NEWS-11P SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$3,600.00		0.00						
E 9	WTSP	10/28/12	10/28/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
10 NEWS-SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,400.00		0.00						
E 10	WTSP	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CBS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$2,000.00		0.00						
													Totals	19	\$50,200.00